EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Mr. Buckley on April 21, 2009.

The application has been amended as follows:

In the Claims:

Claim 1. (Currently Amended) A method, comprising:

receiving, at a user device, advertising information from a remote advertising controller, along with an advertising rule, default location information, and time delay information associated with the advertising information;

locally determining at the user device contextual information associated with remote information being accessed by a user;

locally determining at the user device that the advertising information is to be provided based on (i) the determined contextual information, (ii) supplemental information associated with the user, and (iii) the advertising rule;

locally and dynamically calculating, by the user device, an adjusted screen display position, wherein a user screen display comprises a two-dimensional area having an x-axis and a y-axis and the default location information is adjusted along at least one of the x or y axis; and

providing, after a delay indicated by the time delay information, the determined advertising information from the user device to the user via the screen display at the adjusted screen display position.

Claim 11. (Currently Amended) A computer-readable medium storing instructions adapted to be executed by a processor to perform a method, said method comprising:

receiving, at a user device, advertising information from a remote advertising controller, along with an advertising rule, default location information, and time delay information associated with the advertising information;

locally determining at the user device contextual information associated with remote information being accessed by a user;

locally determining, at the user device, supplemental information associated with the user, wherein the supplemental information includes information about products previously advertised to the user;

locally determining at the user device that the advertising information is to be

provided based on (i) the determined contextual information, (ii) the supplemental

information associated with the user, and (iii) the advertising rule;

locally and dynamically calculating, by the user device, an adjusted screen

display position, wherein a user screen display comprises a two dimensional area

having an x-axis and a y-axis and the default location information is adjusted along at

least one of the x or y axis; and

providing, after a delay indicated by the time delay information, the determined

advertising information from the user device to the user via the screen display at the

adjusted screen display position.

Deleted: at

REASONS FOR ALLOWANCE

The following is an examiner's statement of reasons for allowance:

<u>Regarding claim 1</u>

The prior art of record neither anticipates nor renders obvious the following

feature: locally and dynamically calculating, by the user device, an adjusted screen

display position, wherein a user screen display comprises a two dimensional area

having an x-axis and a y-axis and the default location information is adjusted along at

least one of the x or y axis; and providing, after a delay indicated by the time delay

information, the determined advertising information from the user device to the user via

the screen display at the adjusted screen display position.

Regarding claims 6 and 11

Claims 6 and 11 are each parallel in subject matter to the feature noted above

with respect to claim 1 and are allowable for reasons similar to those provided for claim

1.

The most remarkable prior art of record is to Blaser et al. (US 2007/0022010)

and Skillen et al. (US 6,098,065).

Although Blaser et al. disclosed many features similar to those recited in the

above-indicated claims, Blaser et al. still fails to teach the above-noted features in the

above-noted claims.

Skillen et al. discloses a system and method for providing advertisements to the

users including determining advertising information based on contextual information

with remote information being accessed by a user and supplemental information

associated with the user.

It is clear from the description of Skillen et al. that the prior art does not consider

the possibility of locally and dynamically calculating, by the user device, an adjusted

screen display position, wherein a user screen display comprises a two dimensional

area having an x-axis and a y-axis and the default location information is adjusted along

at least one of the x or y axis; and providing, after a delay indicated by the time delay

information, the determined advertising information from the user device to the user via

the screen display at the adjusted screen display position, as recited in the independent

claims 1, 6 and 11.

Conclusion

The prior art made of record and not relied upon is considered pertinent to

applicant's disclosure.

US 20020059116 to Bulatovic et al. teaches a system and method for selectively

displaying advertisements on a display device.

"Matching ads, eyeballs New head of MatchLogic tackles Web" to Jennifer

Beauprez discloses a software that creates and delivers targeted advertisements and

marketing pitches for customers and then to track the effectiveness of those campaigns.

Any comments considered necessary by applicant must be submitted no later

than the payment of the issue fee and, to avoid processing delays, should preferably

accompany the issue fee. Such submissions should be clearly labeled "Comments on

Statement of Reasons for Allowance."

Any inquiry concerning this communication or earlier communications from the examiner should be directed to MILA AIRAPETIAN whose telephone number is (571)272-3202. The examiner can normally be reached on Monday-Friday 9:30 am - 6:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey A. Smith can be reached on (571) 272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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